



Why support HB 4803 to provide for Post Labor Day Schools (PLDS)?

- **A landslide majority of Michigan citizens support HB 4803!** A poll by EPIC-MRA in July of 2004 found an overwhelming 60% of voters favor legislation requiring all school districts to begin school AFTER Labor Day. Only 23% of respondents opposed, with the remaining 17% undecided. That same EPIC-MRA poll found 65% of parents of school age children in support of Post Labor Day Schools!
- **PLDS increases tax receipts for the State of Michigan!** Estimates validated by Michigan State University's Travel, Tourism & Recreation Resource Center conservatively project an additional \$10 million dollars in tax revenues coming to the State at a time they are desperately needed!
- **HB 4803 helps schools save money!** By adding just a few minutes to the beginning and end of each school day, school districts can cut the length of their school year by two weeks or more. School administrators don't need to staff buildings, put busses on roads and incur other operational costs during those two weeks. In fact, savings schools money was one of the major reasons why the state mandate shifted from 180 days of instruction, to 1,098 instructional hours!
- **HB 4803 makes Michigan's economy stronger and provides more jobs!** The Tourism industry is Michigan's second largest employer. Extending Michigan's summer season generates higher economic activity, increased tourist spending, and provides more jobs for more Michigan citizens.
- **Post Labor Day Schools provides a stable workforce throughout the peak summer tourist season!** Many seasonal employers report losing staff to schools starting in mid-August while peak demand is still being felt. As a result, tourists who visit our state in late August often encounter labor shortages, reduced business hours and quality control problems. HB 4803 will provide a stable workforce until season's end.
- **PLDS helps increase Michigan's job base year round!** Many tourism business owners depend on the money they make during the summer season to get them through the off-season months. Extending the tourism season by 25% can make the difference between a business that employs people year round and one that lays them off and closes for the winter.

- **HB 4803 strengthens Michigan's second largest industry!** July and August have traditionally been the months for family vacations, but over the past 20 years, more and more schools opened in mid-August, causing an average loss of two weeks of prime tourism season. Passing HB 4803 increases Michigan's summer season by an average of 25%.
- **HB 4803 helps reinvigorate our state's tourism industry.** Tourism is 100% dependent on discretionary spending. Brutalized by recession, the impact of world events like 9/11, fears of terrorism, gas prices and unseasonable weather, Michigan's tourism industry is coming off one of the worst 4 year periods in its history. Post Labor Day Schools provides a sorely needed boost for this state's second largest industry.
- **HB 4803 provides Michigan citizens more time to vacation in their home state!** Michigan is uniquely a "drive-to" destination with approximately 60-70% of tourism being generated by Michigan residents. PLDS provides more time for Michigan citizens to discover and vacation in their home state.
- **The two week extension of the summer season spreads out peak demand!** This has the benefit of reducing traffic patterns, increasing availability of campground sites, hotel rooms, tee times, and all kinds of vacation-related activities. A more pleasurable experience encourages tourists to return to vacation in Michigan.
- **PLDS pushes vacation times into a time of year when weather is more predictable!** State-wide weather patterns are more favorable for vacation activities in the latter part of August than they are in June, allowing more Michigan citizens to vacation in our state, rather than spend their vacation time and money in other states.
- **HB 4803 is supported by a broad coalition of industry and business groups!** Legislation to effect post Labor Day schools is supported by a wide variety of tourism groups as well as the following trade organizations:

Michigan Chamber of Commerce
Michigan Grocers Association
Michigan Restaurant Association
Michigan Retailers Association
Small Business Association of Michigan

Association of RV Parks & Campgrounds
Michigan Association of Convention & Visitor Bureaus
Michigan Association of Recreational Vehicles & Campgrounds
Michigan Boating Industries Association
Michigan Hotel, Motel & Resort Association
Michigan Lake to Lake Bed & Breakfast Association
Michigan Recreation & Park Association
Tourism Industry Coalition of Michigan
West Michigan Tourist Association
Upper Peninsula Travel & Recreation Association